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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/635,994	08/09/2000	Howard Denehl	DERN-00101	5407

28960 7590 11/10/2003

HAVERSTOCK & OWENS LLP
162 NORTH WOLFE ROAD
SUNNYVALE, CA 94086

EXAMINER

YOUNG, JOHN L

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 11/10/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary

Application No.
09/635,994

Applicant(s)
Dernehl Et La.,

Examiner
John Young

Art Unit
3622



All participants (applicant, applicant's representative, PTO personnel):

(1) John Young

(3) Myrnar Schelling

(2) Thomas B. Haverstock

(4) Howard Dernehl And Bob Fraley

Date of Interview Nov 6, 2003

Type: a) ☒ Telephonic b) ☐ Video Conference
c) ☐ Personal [copy is given to 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No. If yes, brief description:

Claim(s) discussed: 1 and 46

Identification of prior art discussed:

Ng US 6,405,175 & Morton et al. US 6,327,572

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Applicants contend that the limitations of claims 1 & 46 do not read on the art applied in the obviousness rejections of said claims. Furthermore, Applicants contend that the novel elements in the viral marketing claims at issue are manifested by the serial number data and the URL link associated with an e-mail message used as a referral in the overall viral marketing scheme of independent claim 1 and the novel elements in independent claim 46 involve the forwarding an e-mail recommendation also associated to a URL.

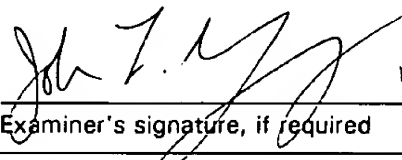
The Examiner has taken the above arguments under advisement and the Examiner welcomes a formal request for

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

i) ☒ It is not necessary for applicant to provide a separate record of the substance of the interview (if box is checked).

Unless the paragraph above has been checked, THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


Examiner's signature, if required 11-6-03